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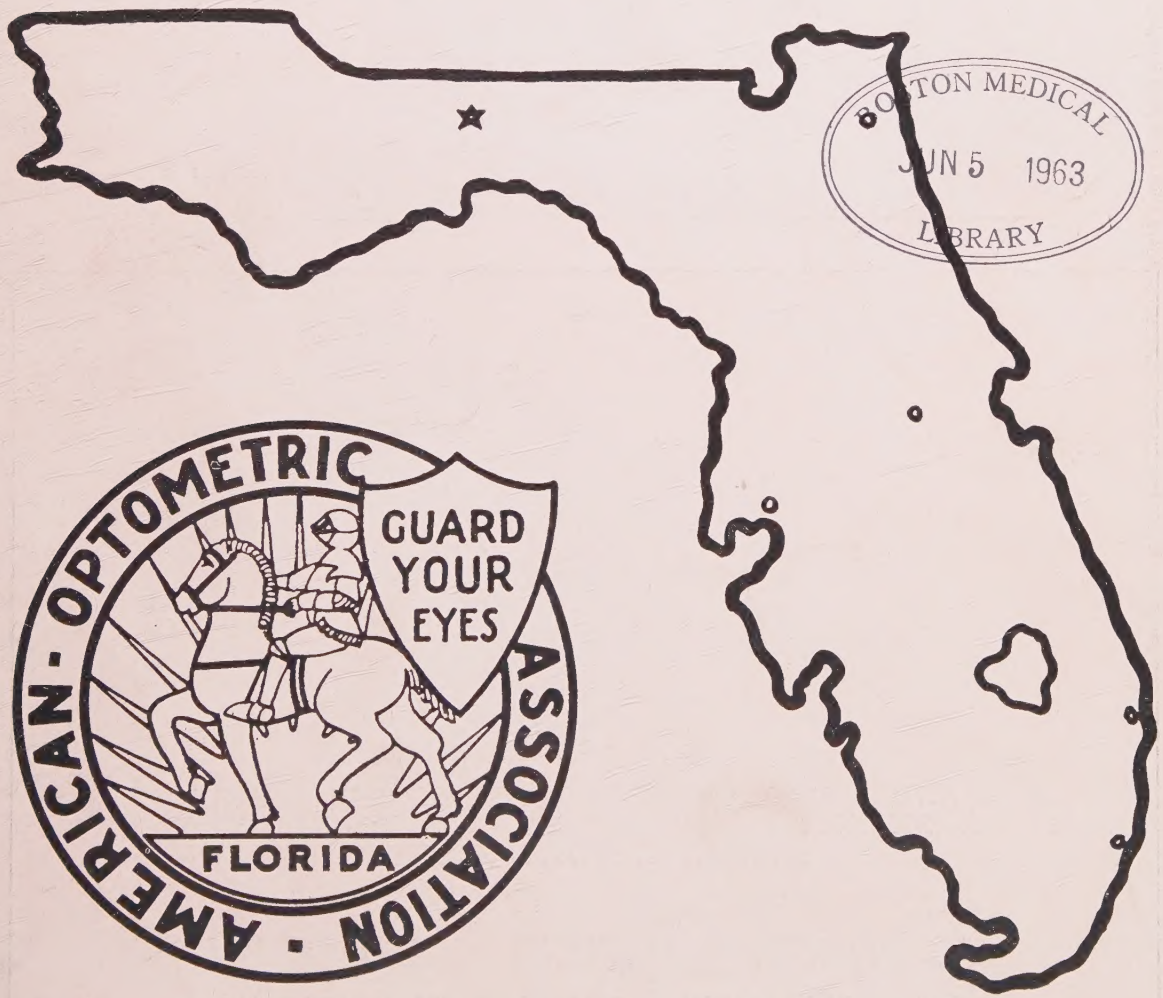
The FLORIDA OPTOMETRIST

VOLUME 3 JANUARY-FEBRUARY 1946 NUMBER 7



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In the AO Weymouth modern styling is carefully combined with recognized ophthalmic standards. This new zyl frame conforms to the natural orbit; provides full lens coverage. Weymouth's advanced bridge styling brings lenses nearer the nose—permitting larger lenses with less distance between lenses for the same interpupillary distance.

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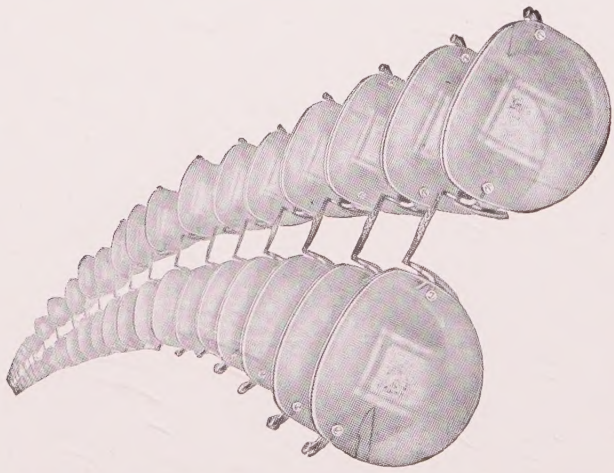

MORE AND MORE PEOPLE ARE LEARNING THE MEANING OF STYLE, STRENGTH AND SECURITY AS FOUND ONLY IN SHURSET RIMWAY FUL-VUE.

Central Optical Company

S. W. CORNER ST. EMANUEL & CONTI STREETS — MOBILE, ALA.

The Florida Optometrist

Official publication of the Florida Optometric Association. Published bi-monthly at St. Petersburg, Florida.

VOL. 3 JANUARY-FEBRUARY 1946 NO. 7

THE FLORIDA OPTOMETRIST
EDITOR . . . . . DR. R. H. PEMBLE

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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

EDITORIAL

"Live and let live" is an old quotation but it is just as true today as it was when first spoken. Only by trying to help the other fellow will you succeed. The same is true with your fellow Optometrist—no matter who he is and where he lives. We all cannot see things in the same light. If we did, I am afraid the world would be chaos.

Cooperation is needed to carry on all kinds of work. We must have more cooperation between Optometrists. By complete cooperation between all groups we can accomplish what we would like to do. We have made remarkable progress with the cooperation of only a small percentage of Optometrists. Consider what the progress would have been with 100 per cent cooperation.

It would be well for all to reread the Code of Ethics of the A. O. A. and see how far we can carry out the ideals set forth.

I am wondering how often we praise our brother Optometrist when talking to his patients who come to our office for adjustments or minor repairs. I am sure the patients will have a far greater respect for you if you do for he has faith in that Optometrist and you can help him keep that faith. It is far easier to say a good word than to knock him for the patient may be a personal friend of his Optometrist.

(Continued on Page 2)

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Highlights of The Southeastern Conference

The Southeastern Congress of Optometry was held at the Tampa Terrace Hotel, in Tampa January 27, 28, and 29.

The attendance reached an all-time high in the history of the Southeastern Congresses. There were many Optometrists from other states outside of the Southeastern district.

Dr. Charles B. Stovall of Bowling Green, Ky., presided over the sessions. Dr. Karl K. Eychaner was general chairman of the Congress and he and his committees did a fine job.

On Monday a luncheon was held at the Tampa Terrace Hotel honoring Dr. W. C. Ezelle of Spartanburg, S. C., President of the American Optometric Association. Dr. Ezelle stressed the importance of the need for greater cooperation. He said that if each Optometrist would set aside a small amount of his time towards bettering the profession that Optometry would not be recognized a year from now. Dr. L. E. Lombard presided over the luncheon.

Sixty-seven members of the womens auxiliary were at a luncheon held at Rubin's Spanish Restaurant. After which they were taken on a trip to Dupree Gardens. Mrs. Karl K. Eychaner was chairman of entertainment for the ladies.

Social event of the Congress was the Cocktail hour and Banquet. Many stayed in Tampa after the Congress for fishing and golf.

Officers elected for the coming year were: Dr. William Greenspon, Blue Field, W. Va., President, Dr. Scott Gibson, Thomaston, Georgia, first vice-president, Dr. E. A. Alenander, Charlotte, N. C., second vice-president, Dr. C. C. Johnson, Spartanburg, S. C. third vice-president, and Dr. , Birmingham, Ala., Secretary and treasurer.

Lexington, Kentucky was selected as the next meeting place for the Congress.

Following is the list of Florida Optometrists that attended the Congress.

Dr. Esther M. Ingram, Winter Haven, Fla.
Dr. Tom Moore and wife, Tallahassee, Fla.
Dr. John C. Williams and wife, Ocala, Fla.
Dr. Karl K. Eychaner and wife, Tampa, Fla.
Dr. S. B. Schumacher and wife, Jacksonville, Fla.
Dr. James F. Loomis, Jacksonville, Fla.
Dr. C. A. Basehoar, Orlando, Fla.
Dr. E. S. Barrack, Live Oak, Fla.
Dr. H. C. Bumpous and wife, St. Petersburg, Fla.
Dr. B. W. Laxson, Orlando, Fla.
Dr. J. A. Dawson and wife and daughters, Bartow, Fla.
Dr. Leonard Barker, Orlando, Fla.
Dr. John R. Keene and wife, Orlando, Fla.
Dr. Mason W. Pace, Miami, Fla.
Dr. J. H. Keene, Miami, Fla.
Dr. J. F. Brawley, Pinecastle, Fla.
Dr. L. Mayer, Sarasota, Fla.
Dr. R. K. McEwen, West Palm Beach, Fla.
Dr. A. S. Kitchen and wife, Clearwater, Fla.
Dr. J. T. Hughes, Tampa, Fla.
Dr. A. C. Haughton and wife, West Palm Beach, Fla.
Dr. Henry McLaulin, Sanford, Fla.
Dr. J. C. Dubose and wife, Vero Beach, Fla.
Dr. R. Hilton Pemble and wife, St. Petersburg, Fla.
Dr. James Martin, Tampa, Fla.
Dr. L. A. Roddy, Tampa, Fla.
Dr. A. H. Holloway and wife, St. Petersburg, Fla.
Dr. L. E. Lombard, Miami, Fla.
Dr. Dan P. Galvin, Tampa, Fla.
Dr. Glenn Clapp, Coral Gables, Fla.
Dr. Chas Beskwit, Miami, Fla.
Dr. J. L. Ingram, Orlando, Fla.
Dr. Wayne W. Reichelderfer, St. Petersburg, Fla.
Dr. C. L. Persons, Fort Myers, Fla.
Dr. Paul Gloger, Tampa, Fla.
Dr. Harold Porterfield, Tampa, Fla.

EDITORIAL

(Continued from Page 1)

We all have our work to do and life is so short as it is—so say a good word about your fellowmen.

"Do unto others as you would have others do unto you."

B. B. SULLIVAN
in Kansas Optometrist.

New Nearpoint Tachistoscope

American Optical Company announces it is making available to the professions the new Root Nearpoint Tachistoscope, latest instrument for improving visual perception by exposing figures and other visual stimuli at near point for fractions of a second.

In recent years, AO points out, tachistoscopic procedures have attained first rank in the expanding field of visual training and can now be rightfully considered an essential professional technique.

The Root Tachistoscope is unique in that it provides tachistoscopic training at near point instead of far point. The professional practitioner of visual training deals primarily with individual visual problems and often does not find it advantageous to seek the regimentation necessary for successful group tachistoscopic training. There may be too wide a variance of age and motivation in patients seeking visual care, as well as a lack of space in the professional office, to permit such regimentation. To meet these exigencies the Root Nearpoint Tachistoscope was developed.

Compact and portable, the new instrument can be utilized in a number of ways to augment and enhance the training of all visual skills. It is particularly effective if used early in the training of amblyopia and suspenopsia. Introduced at the proper time in the training program, it is a specific for reading problems by increasing reading speed and comprehension.

A prefixation target is built into the instrument. Accomodation and convergence are held fixed at the proper point before the exposure. This provides maximum effectivity per training period and greatly simplifies the operating technique. Standard bulbs can be used in the built-in light sockets. A tachistoscopic type of shutter permits exposures ranging from one second to 1/400 of a second.

A total of 1000 targets are supplied with the instrument. Nine hundred digit slides minimize the need for repetition of the same pattern of slides. For peripheral training there are 30 form slides while 70 blank slides are provided to be completed with designs for special needs.

In announcing the new Root instrument, AO points out that tachistoscopic training methods were successfully used during the war to improve the visual perception of military personnel, thus making possible more accurate and speedier identification of airplanes and ships. The split-second seeing made possible by such training methods, may in addition to providing eye comfort and visual efficiency, aid in the reduction of auto accidents caused by poor perception, AO adds.

Bulletin

From the Office of the
LEGAL DEPARTMENT AND COUNSEL
OF THE A. O. A.

February 7, 1946

To the Presidents and Secretaries of
State Associations Affiliated with the
American Optometric Association.
Gentlemen:

There has just been called to my attention a letter sent by the Bureau of Census of the Department of Commerce, dated January 31, 1946, enclosing a card and a return envelope. The letter states that the Census Bureau has thus far lacked accurate measures of retail trade and the purpose of the card is to have the recipient fill out his net sales for the month of January, 1946, December, 1945 and January, 1945.

As you know, optometrists do not sell merchandise. They are not retailers and they are not merchants. They are professional practitioners.

Unfortunately, many of our members are heedless and when official forms come in from the Government, they usually fill them out and return them.

Please get in touch not only with your members but with all optometrists in your state asking them not to return the card with any figures, but to write there on the card was evidently sent to them in error because they are professional practitioners and not retailers.

Your immediate action is requested before too many of our members unwittingly return the cards.

Respectfully yours,
HAROLD KOHN
Counsel

By Order of the President:
ERNEST H. KIEKENAPP

"The form field in the solid angle out of which we see shapes."

Dr. Turner Opens Office

A new Optometric Practice was begun on October 18, 1945. The office is located at 1432 Pearl St., Jacksonville, Florida. Dr. Jacqueline Turner graduated from the Pennsylvania State College of Optometry on June 7, 1945 and passed the state board examination given on July 15 in Tampa. In spite of the difficulties connected with obtaining equipment at this time, her equipment came through in good time. Her equipment consists of an AO deluxe chair and unit, with the ophthalmometer and 590 phoropter, a projecto chart, trial case and cabinet. She is associated with her father, Dr. C. F. Turner, a Naturopathic Physician, having her office in the same building in a residential secton of the city. When materials are again available, an office planned for convenience and attractiveness will be built. No formal announcement has been made in the papers but announcements are being sent out to friends and residents of the city.

Visual training is her special interest for the future. As soon as it is practical time and money will be devoted to this interest. It may also be said that I am very much interested in any work which organized Optometry may be doing and I will certainly do my part whenever possible.

Terminology For Optometrists

Please use:

Opthalmic Materials — instead of Optical merchandise.

Supply House—instead of Wholesaler.

Patient—instead of Customer.

Optical Laboratory—instead of Optical Shop.

Laboratory Technician — instead of Shopman.

Laboratory Equipment — instead of Shop-equipment.

Quality Materials—instead of Quality products.

Increase Your Practice—instead of increase your sales.

Practice Builder—instead of Profitable.

Practice—instead of Business.

Fees—instead of Sales.

Prescribed—instead of sold.

Professional Fee—instead of Charge for glasses.

Rendering Professional Service—instead of Selling eye glasses.

IMPORTANT:—

Use the following when informing the patient of your professional FEE: "The FEE for my service is (amount), this includes the cost of the material.

Dr. George A. Copeland, 208 Graham Building, was recently elected Sec.-Treas. of the Florida Optometric Assn.

Dr. Leonard Gunthal of Jacksonville has recently completed a course in Contact Lense Fitting under Dr. Feinbloom in New York City.

Trends In Optometry

If one were to analyze the trend in optometry during the past few years, a decided change in the view-point of those within the profession and of those from without could be noted.

More and more men are taking greater interest in what is being called the "Professional Practice of Optometry," something far away from the appearance of merely being sellers of glasses. The public is beginning to look for offices of optometrists which do not have the aspect of places where glasses are being sold. It has learned through several ways that the examination of the eyes is the important part in the quest of relief and want to go to places where it would likely receive the best kind of an eye examination. The visible trend is decidely toward the aspect of professional practice.

The question of "Upstairs or Down" does not enter into the picture. A professional looking office can be set up in a downstairs location if its appearance can be presented without exhibiting a lot of merchandise for sale.

From Illinois Optometric Association

Atlanta

Bill Flynn has recently been discharged from the service and is back with the American Optical Company. Bill went to Europe with the Ninth Air Force as a P-47 fighter pilot. He will reside in Atlanta with his wife and Bill III.

Dr. W. F.Burts has been appointed to the Board of Directors for World War Two veterans.

Dr. Paul Kessler has returned from service and has reopened his office.

"Seeing is not something that happens to you but is manipilatory. Eyes are not turned on as we turn on headlights of a car but they reach out and strive for what we wish to see."

On the Saving Of Time

From O.E.P. Paper

All wise men have been interested in saving time for they realize that time is the stuff of life and once passed, it returns no more.

Hence we find professional men extremely interested in saving time all they can. This effort to save time becomes a habit and, in time pervades, almost automatically everything they do. In fact, it becomes, in a small way, a "monomania"—to the detriment of the practitioner.

Optometrists try to save time by not bothering with much case history—and miss important services to their patients for which they might have been paid.

Optometrists try to save time by short-cutting the refractive routine—and then lose three times the time they "saved" in after complaints and new Rxs.

Optometrists try to save time by disregarding the complete recall system and then lose not only time, but patients who should have returned.

Optometrists try to save time by not bothering to take the visual skills first—and then lose the opportunity to give the training in visual skills the patient should have.

Study of your techniques and practice management takes time, but it is time you don't want to save for anything else, for nothing else is so important in your life.

What do you suppose these non-students do with all the time they save?

SOUTHEASTERN OPTICAL COMPANY CHANGES MANAGERS

Mr. William P. Davis whom we have always known as "Bill" has recently been promoted to district manager for Virginia and North Carolina. Bill and his family will make their home in Roanoke, Virginia. Mr. Ken Dowdy is the new manager for the Tampa branch and Pat Lynn is taking over the St. Petersburg office.

"Rather than Refraction we make a study of the distortion in the visual benaviour patterns."

What Makes A Ball Player!

By DAVID FLURNOY

(Reprinted from the Visual Digest)

NOTE: Since Florida is the training ground for most of the major and many of the minor league baseball teams each Spring and as these teams are now in training here we deem it timely to reproduce in part, an article on the subject featured several months ago in the Visual Digest.

This is the season inevitably dedicated to baseball. Our radios fill the air with scores telling of the personal triumphs of men we know by name and background or which show the power of perfect team work. Masculine America, from small fry to senility, is eagerly rereading everything written about baseball and they are being unconsiously misled about the factors truly important to a baseball player.

We are told that every article of a player's uniform is created for a reason. His cap must fit his head closely so that it will not shake off when he runs; it has a visor to protect the eyes from the sun—and the cap is woolen to protect his head from "bean balls."

The players shirt and undershirt are woolen although baseball is vigorous exercise and played in summer weather but we know that woolen absorbs perspiration and makes a cooler work shirt and adversely it holds the body heat and protects from chill when the player is on the bench. The shirts must fit just so to allow for arm freedom and even the length of the shirt is regulated.

The trousers are made to give as much protection to the knee joint as possible; they end just below the knee so that they will not be hampering and are made of the firmest, toughest woolen material obtainable.

The umpire has a "uniform" designed ap-

(Continued on Page 7)

Hygrade Optical Co., Inc.

INDEPENDENT WHOLESALERS

30 East 23rd Street

New York 10, N. Y.

ACCURATE ℞ SERVICE

DISTRIBUTORS OF ALL STANDARD MAKE FRAMES — LENSES AND MATERIALS, OPHTHALMIC EQUIPMENT AND MACHINERY.

Fastest Growing ℞ House in the East

Quality Manufacturing Opticians Service

What Makes a Ball Player!

(Continued from Page 6)

parently to save him from the rages of bad decisions and leave him alive to be judge yet another game. He wears a mask and a padded chest protector.

Now, we can decide that is all interesting and a bouquet to Yankee ingenuity on the best methods to achieve—but do you recall any word of preparation for visual achievement? And in the last analysis—the success of the game—the winning score is not going to be chalked up for the side that wears the best fitting shirts or has the best protected knee caps; victory will be to the side that has the most pairs of eyes to achieve visually—the most men able to judge the distance and speed of the ball.

We say "swift as an arrow" to imply terrific speed but those balls Babe Ruth swatted into home runs came at him even faster than that proverbial arrow. And his bat smacked the ball with precision because in the fraction of the second it takes a baseball to travel from pitcher to home plate he was able to coordinate

(Continued on Page 10)

Jacksonville

Dr. George A. Copeland, 208 Graham Building, was recently elected Sec.-Treas. of the Florida Optometric Assn.

Dr. Leonard Gunthal of Jacksonville has recently completed a course in Contact Lense Fitting under Dr. Feinbloom in New York City.

Grapefruit has been defined as Nature's eyewash.

Visions are what love at first sight are made of.

Good vision is something that people think you have when you guess correctly.

Today's demand for

Shuron

SHURSET RIMWAY FUL-VUE
is greater
than it has ever been
because

SHURSET is structurally correct

SHURSET minimizes strain in lenses

SHURSET saves time in mounting

SHURSET can be adjusted optically

SHURSET holds lenses in positive alignment

SHURSET is nationally advertised

SHURSET is made and quaranteed by Shuron

SHURSET has international distribution

SHURSET is here to stay

M_____

Has an appointment with

DR. JOHN R. SMITH
Optometrist
126 Riverside Drive
Cincinnati, Ohio

Day_____ Hour_____

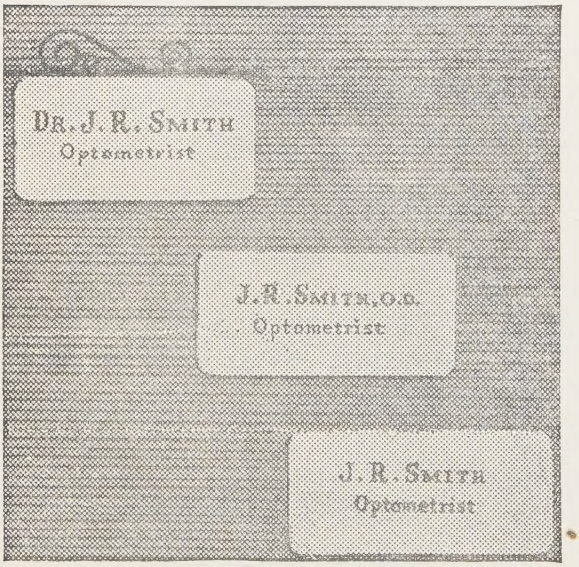
Date_____

If unable to keep this appointment, notice must be given to permit this time being assigned to another patient.

Your Appointment Card

An optometrist's appointment card is important. Care should be taken in the layout and type of letter. The card should be printed on a good grade of thin paper. It is recommended that your appointment card be filled out properly at the time the patient is making the appointment date. Printed to the left is a model type of appointment card.

A.O.A. Professional Standards



Professional Name Plates

Outdoor neon signs, window displays, and store appearing fronts were "yesterday's" means of "selling eyeglasses." Today, the trend is definitely toward emphasis of "professional services." A professional appearing name plate is important. Plan now to remove your outdoor neon sign and replace same with a dignified name plate. A state survey by an Eastern Optometric Association has proven that NOT one patient in a thousand enters an optometrist's office because he noticed his outdoor neon sign. Printed to the left are model types of professional name plates.

A.O.A. Professional Standards

Office Planning Service

Are YOU planning to remodel your store front? Planning to improve the professional appearance, atmosphere and layout of YOUR reception room and office? Bausch & Lomb Optical Company and the American Optical Company, stand ready to give you help and to crystalize your own ideas. This service includes blueprints drawn to scale, suggestions for taking full advantage of lighting, size and type of office rooms you require. *There is no fee or charge of any kind for this service.* For complete information write directly to the Office Planning Service, American Optical Company, Southbridge, Massachusetts or to the Office Planning Service, Bausch & Lomb Optical Company, Rochester, New York.

A.O.A. Professional Standards

Those Minus Lenses for Soldiers

Now that the number of returning service men has passed the million mark, it will be recalled that a very high percentage of these soldiers were provided with minus lenses by the Army. At the time it seemed a pity that such an encouragement of myopia with the future possiblity of the need for additional minus, should have been permitted but in its February Practice Development paper, the Optometric Extension Program makes an interesting point about the situation and a constructive suggestion worthy of thoughtful consideration by ever optometrist.

It is pointed out by the O.E.P. that the Army prescription was designed solely for clear distant vision for war purposes and properly so because it was essential for the soldier to see clearly at distance.

However, it is pointed out that for peace time purposes, a prescription must be designed with near point problems in mind if the work of the newly made civilian is of that nature. One of the most important jobs in the "reconversion" of every returning soldier, sailor and marine should be immediately to seek professional services in preparing himself for civilian life.

In line with this idea, the O.E.P. suggests, "A very worth-while service would be to bring to the attention of these ex-service men not only the danger but also showing that it can be overcome by the proper use of plus for near point with visual training wherever necessary. Those societies who are operating educational programs could do well to warn returning veterans: (1) Not to have their Army prescription refilled for civilian life, and (2) to consult a professional optometrist for advice on what can be done to overcome the artificial situation created by this war prescription of minus lenses."

This move is a most important one and every effort should be made by optometrists to cooperate with it for the benefit of the returning service men.

Some Skeffinton and Renshaw quotes from from the Southeastern Congress:

"Optometry is the world of applied visual science."

Remember, Quality is the keynote in any plan for building and preserving your practice and prestige!

TITMUS OPTICAL CO.

Science Is Organized Knowledge

"Changes in the ground, the relatively unnoticed part of the visual field, can produce large changes in figure," says Renshaw in a wonderful paper on "FIGURE AND GROUND."

"Six weeks to undo the damage wrought in eight years" is the summary of as fine a paper on Visual Rehabilitation as you will see in years. It covers all the new training techniques in detail. To miss this paper is to leave an unfillable gap in your education.

Visual Training for those with lowered distance acuity is explained in full detail in the Visual Training Paper—one of those non-spectacular papers that produce spectacular results!

The explanation of why a plus lens not only gives comfort, but added visual achievement to patients is given clearly in the Introduction to Near Point Refraction—something that few refractionists knew but a short time ago.

BEACONS for Assistants show how to arrange visual training classes, where to get an "any year" appointment book, distribution of case typings and other valuable information.

A most useful visual skills record will be found in the paper for Optometric Assistants.

The Intermediate Course in Near Point Optometry presents a new slant on ductions—what they indicate and how to make them contribute to successful lens fitting.

The investigation of the first five visual skills is covered in the Introduction to the Taking of Visual Skills, giving an insight into this new activity for those alert to new service opportunities.

The returning service man will find sound advice on how best to reopen his office in the Practice Development paper. Information much requested.

What Makes A Ball Player!

(Continued from Page 7)

sight and muscle to strike the ball at the spot on the bat best for driving force.

A little thought will convince of the need for visual achievement in any spot on a baseball field. The need for speed of recognition and good wide fields in tail-of-the-eye seeing have lost many a coveted pennant. Yet we ignore the need of a visual analysis as part of a player's uniform. Worse yet not so long ago an umpire who wore glasses was unheard of. It was considered better to have men whose vision could not uphold their judgments to determine plays than to have men of vision if that vision was maintained by lense. Fortunately that phase of ignorance has accepted a little enlightenment.

They tell a story about Harry A. Williams when he was president of the Pacific Coast League. The sports writers accused his umpires of "blindness" so often that Williams had a Snellen chart hung on the wall of his office. Today we are enlightened as to the limitations of a Snellen chart visual test but in Williams' day he considered it accurate. Hap O'Connor, colorful Los Angeles baseball figure, was taking his turn at proving his efficiency. "Read that chart on the wall for me," commanded Williams. "What wall?" demanded the bewildered Hap.

Does it seem logical that every man who plays ball can give a perfect visual performance and do it continuously year after year? They cannot—too much of our environment is artificial—requiring tasks for which eyes were not created—for the performance of visual machinery to remain perfect indefinitely.

In the sports field where competition is the life of the game scores will increase magically when a standard of vision is required of players and umpires.

An Optometrist is a fellow who suffers from good eyesight in his community.

Eyes are your most valuable asset—guard them.

It takes only a second to wink the eye but often a lifetime to undo it.

Membership List of Florida Optometric Ass'n.

1. Archer, F. P., Sr. — Miami
2. *Archer, F. P., Jr. — Miami
3. Arias, Joseph — Miami
4. Barnes, C. E. — Miami
5. Barrack, E. S. — Live Oak
6. *Beatty, E. Thomas — Belle Glade
7. Beckwitt, Chas. — Miami
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9. Bradford, R. R. — Miami Beach
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12. Bumpous, H. C. — St. Petersburg
13. Chalmers, A. T. — Pensacola
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15. Conklin, F. J. — Monticello
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17. Conboy, Chas. — Quincy
18. *Copeland, Geo. A. — Jacksonville
19. Copeland, L. L. — Jacksonville
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21. *Davis, J. B., Jr. — Daytona Beach
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23. Edewaard, Clarence C. — Ft. Lauderdale
24. Eychaner, K. K. — Tampa
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29. Friedman, A. F. — Miami
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32. Galvin, Dan P. — Tampa
33. *Garvin, R. C., Jr. — % Nat. Elec. Instr.
34. Gerson, G. J. — Miami
35. Gloger, Paul L. — Tampa
36. Giddens, J. V., Jr. — Ft. Myers
37. Gonzalez, B. — Miami
38. Griffin, Paul — Eustis
39. Grunthal, L. H. — Jacksonville
40. Hadley, F. M. — Jacksonville
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51. Humphries, W. F. — Tampa
52. *Humphries, Mark — Tampa
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55. Jordan, M. E. — Avon Park
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59. Keene, L. H. — Miami
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62. Kitchen, A. S. — Clearwater
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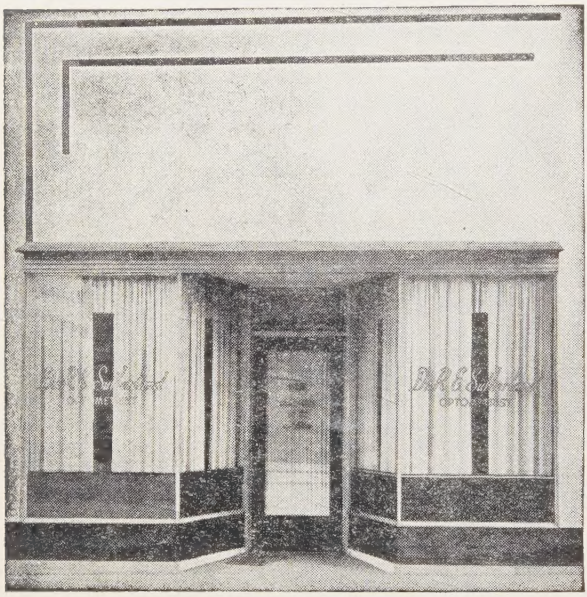

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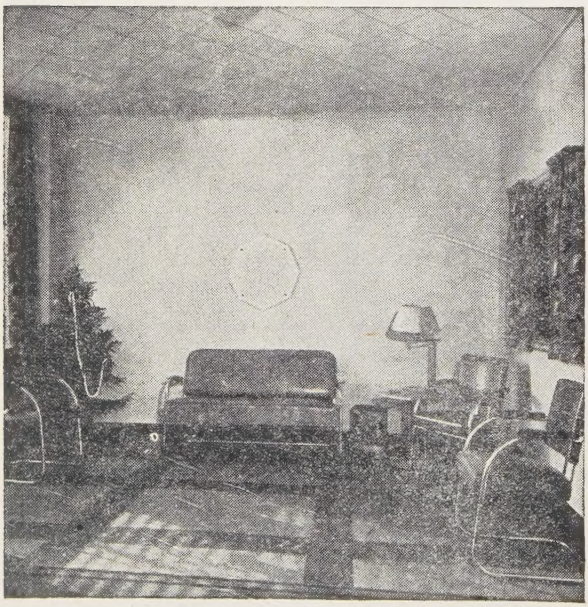

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